

ABSTRACT OF THE DISCLOSURE

There is provided a system and method of contents distribution, which realizes an efficient use of the memory resources within a contents distribution apparatus and the communication resources on the part of a terminal device. A content storage section 11 stores contents such as video data and information concerning predetermined special effects to be applied thereto in pairs. A content management data setting section 12 sets information such as reproduction conditions, billing conditions, and a special effects flag with respect to each content. A distribution content storage section 13 stores the contents and information associated therewith. A distribution content selection section 14 selects information to be appended to a content for transmission in accordance with processing ability information which is supplied from a terminal device 2. The content and the selected information are transmitted to the terminal device 2 via transmission/reception sections 15, 21 and a network 3, so as to be stored in a distribution content storage section 22. A reproduction control section 23 reproduces the content according to the presence or absence of the special effects flag in the stored information.